

Custom Queries for Segmentation

Abstract of the Disclosure

Methods, systems, and data structure custom queries for segmentation. Queries are imported into a segmentation tool and modified. The queries are associated with data sources that are not mapped within the segmentation tool. Parts of the queries are manually supplied or imported into the segmentation tool and parts of the queries are automatically generated based table and key selections associated with a customer hierarchy. When the custom queries are executed the query results provide customer segmentations for desired marketing campaigns.

10